

**October 10, 2006**

SUBJECT: Explore Development of a Board or Commission with a Focus on Multicultural/Diversity Outreach and/or Issues (Study Issue)

REPORT IN BRIEF

The purpose of this report is to examine the possible creation of a new board or commission focusing on multicultural/diversity outreach and/or issues. The study examines existing City policies relating to multicultural/diversity outreach and reviews options for the creation of a new board or commission. The potential mission and role of a board or commission, as well as the kinds of issues it would review are discussed. The study further explores established practices in other cities.

Staff is recommending the formation of an advisory committee that would meet four times per year to advise City staff on issues and activities related to multicultural/diversity outreach on a two-year pilot program basis.

BACKGROUND

City government has a unique role in encouraging the civic engagement of community members and helping to ensure that government decisions and services reflect needs of the broader community. Two fundamental goals of the City of Sunnyvale's communications and outreach efforts are to build awareness about City services and activities, and to encourage participation by residents in the activities and decisions of local government.

Sunnyvale's Changing Demographics

Like all of California, the population of Sunnyvale has become increasingly diverse. The 2000 U.S. Census reports that 39% of Sunnyvale's residents are immigrants. The 2003 U.S. Census Update for Santa Clara County reports that Sunnyvale's demographic profile is 46% white, 33% Asian and Pacific Islander, 15% Hispanic origin, 4% other, and 2% Black, African-American. According to Joint Venture's 2003 Index of Silicon Valley, 46% of the area's residents speak a language other than English as their primary language at home. The Sunnyvale School District reports that 36% of its students are English language learners. These demographics have increased interest in communicating effectively with, and engaging, residents who are not fluent English speakers, and/or who may be relative newcomers to both Sunnyvale and the United States.

2004 Multicultural Outreach Task Force

In January 2004, in recognition of Sunnyvale's culturally diverse population and to continue to foster broad civic engagement, Council convened a community task force to review options for strengthening multicultural outreach, and to make recommendations for Council direction.

RTC 04-206 "*Multicultural Outreach Task Force Recommendations*" (Attachment A) was presented to Council on June 8, 2004. This report identified many possible ways to strengthen communications with, and civic engagement by, multicultural populations through five broad strategies:

1. Expand representation and participation of multicultural populations at all levels of City government and in community life.
2. Increase the awareness and responsiveness of City government to multicultural issues within the community.
3. Acknowledge, value and celebrate Sunnyvale's multicultural populations.
4. Facilitate an increased "sense of community" within Sunnyvale.
5. Communicate more effectively with limited English-speaking populations.

Creating a board or commission focused on multicultural issues and outreach was one of the task force's recommendations, but was not endorsed by staff for two reasons:

1. The goals of this activity were similar to two related recommendations that staff did support: develop relationships with leaders of diverse ethnic and cultural organizations representing Sunnyvale residents; and, create a multicultural business round table.
2. The mission of such a board or commission was unclear.

Council accepted staff's recommendation and directed that staff create a study issue paper titled, "Explore development of a board or commission with a focus on multicultural/diversity outreach and/or issues." (See Attachment B – Proposed Council Study Issue). Subsequently, at the December 2005 Council Study Issues workshop, Council directed staff to undertake this study issue. This report is the result of that direction. Consistent with the origin of this study issue, this report's recommendation focuses on cultural diversity as it pertains to ethnic heritage, race, and/or religion. The report does note that some other local public agencies have commissions that also address gender, age, employment status, or lifestyle diversity issues, and therefore staff has included these approaches in its survey of surrounding cities.

EXISTING POLICY

Community Participation Sub-Element

Note: The current Community Participation Sub-Element of the General Plan is dated February 7, 1995; Community Resources Division in the Office of the City Manager will be updating the Community Participation Sub-Element during FY 06/07 as part of a 2006 study issue.

Policy Making and Program Planning – Goal 7.2C.1 – Representation: Plan for and encourage an appropriate cross-section of the community when obtaining public input for policy decisions.

Policy Making and Program Planning - Service Delivery – Policy 7.2D.3 - Access: Provide reasonable and fair citizen access to information and services within budgeted resources.

Community Education – Information Distribution – Policy 7.2A.2b: Identify citizens, community organizations and businesses affected by significant City actions and decisions and ensure that they receive timely and appropriate information about participation in the decision-making process.

Community Involvement – Goal 7.2B: Achieve a community in which citizens and businesses are actively involved in shaping the quality of life and participate in local community and governmental activities.

Citizen Involvement in Policy Making - Policy 7.2C.4: Assure that citizens and organizations are actively involved in the identification of community needs and the development of solutions.

DISCUSSION

Community outreach includes both communications that build awareness about City issues, activities and services, as well as community engagement methods that encourage residents to provide input on City decisions and participate in community activities. In addition to City-wide efforts to incorporate outreach activities into ongoing operations, outreach activities have been a significant area of focus for the Neighborhood and Community Services Program in the Office of the City Manager, which was created and incorporated into the City's budget structure in FY2004/05. Listed below are some of the services that have been initiated to enhance communications and outreach in the broader Sunnyvale community:

- *CitySkills* training in City operations and civic engagement;
- Community Liaison Service and the "Connect" Database;
- Neighborhood association support and the Neighborhood Grant Program;
- Community and City department outreach meetings;
- Ongoing community e-mails regarding City activities; and
- Community Events Calendar and Hot Line.

Multicultural Outreach

During the past two years, multicultural outreach efforts have also broadened, including:

- Increased publicity about the City's language translation resources for City business. Translation services are available in the following languages: Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Tagalog, Russian, Hebrew, Farsi, and Portuguese.
- A Citywide document translation policy has been developed, and the Sunnyvale City Council *Fact Sheet* is now printed in English, Spanish, and Chinese. The Columbia Neighborhood Center newsletter and several City publications are also available in both English and Spanish.
- Several City departments conduct multilingual or multicultural outreach within their current City operating budgets. For example, the Department of Public Works provides recycling outreach materials in English and Spanish; materials are also being developed in Chinese. The Parks and Recreation Department provides a wide variety of multicultural enrichment opportunities, such as the "Evenings of Cultural Arts" series. The Library offers extensive cultural programs for children and adults, as well as a collection of materials including books, audiotapes and feature films in Chinese, Spanish, Russian, Vietnamese, Persian, Tagalog, Japanese, Korean and other languages.

Additionally, staff continues to implement the 2004 Multicultural Outreach Task Force's recommendations (See Attachment C – Status Update on Multicultural Outreach Task Force Recommendations). A highlight of current programs and activities include:

- Continuing to develop relationships with leaders of diverse ethnic and cultural organizations representing Sunnyvale residents;
- Evaluating multi-lingual services for accessing City business;
- Publicizing multicultural activities and civic engagement opportunities;
- Developing and publicizing strategies to promote cultural inclusiveness in neighborhood associations;
- Conducting outreach to ethnic/cultural communities; and
- Facilitating multicultural/diversity training for staff and community members (FY 2006/07 inter-department project).

Outreach to Ethnic and Cultural Organizations

Consistent with the 2004 Multicultural Task Force's Recommendations, staff continues to cultivate working relationships with leaders of diverse ethnic and cultural organizations. To illustrate with a few examples, staff has worked with the Director of the India Community Center to ensure that information on City programs and services is readily available. Staff at the Columbia Neighborhood Center is working with the Mexican American Community Services Agency to

launch a tutoring/mentoring program for youth starting in September 2006. In the Parks and Recreation Department, Senior Center staff continue to work in collaboration with the Chinese Senior Club to provide opportunities for Tai Chi, ballroom dancing, Qigong and Yuan Chi Dance. Additionally, outreach to representatives of the City's ethnic and cultural organizations is ongoing through various City departments.

Outreach to Ethnic Businesses

Also consistent with the 2004 Multicultural Task Force's Recommendations, Economic Development staff has held discussions with various ethnic chambers of commerce. Outreach activities related to business include:

- The Greater San Jose Hispanic Chamber of Commerce has initiated networking and training meetings in Sunnyvale.
- The Silicon Valley Black Chamber of Commerce has expressed interest in co-hosting sessions with the Small Business Administration and other groups to inform businesses about available loan programs and other business resources.
- The Silicon Valley Hispanic Chamber of Commerce has supported outreach events such as the Small Business Resource Fair and invited Mayor Swegles and staff to attend chamber sponsored events.
- The Filipino Chamber of Commerce met with Mayor Swegles in August to discuss how the City of Sunnyvale could broaden outreach to their members.

The Economic Development Division first attempted to bring as many organizations together as possible for a roundtable. However, due to the challenges of scheduling multiple organizations and the varying interests of the different business organizations, staff opted to meet with individual or smaller groups of ethnic business organizations to expedite the process. Economic Development staff has contacted the following groups and is in the process of setting up meetings with additional groups and where possible, meet with multiple organizations together:

- Portuguese Chamber of Commerce
- Silicon Valley Indian Professionals Association
- Chinese Networking and Information Association
- Islamic Chamber of Commerce and Industry

Because some ethnic businesses do not have a high comfort level for working with government, Economic Development has expanded outreach to develop avenues of communication through the ethnic business organizations that have established strong working relationships and credibility with their members. City departments who wish to communicate with these businesses have contacted the Economic Development Division to disseminate information

about City services, programs, resources, etc. This process of meeting with the ethnic business organizations is an ongoing part of the Economic Development work program.

Survey of Surrounding Cities

To explore the feasibility of creating a City of Sunnyvale board, commission or committee with a focus on multicultural/diversity and outreach, staff conducted a survey of surrounding cities and public agencies. Of the 13 local public agencies surveyed, none has a board or commission focused only on multicultural/diversity outreach or issues.

The following table identifies neighboring cities/counties with a board or commission that addresses issues of diversity as part of a larger mission, typically including issues of ethnicity, national origin, religion, gender, sexual orientation, socioeconomic class, age, physical and/or emotional conditions. As identified below, these broadly focused commissions are typically titled Human Relations or Human Rights Commissions. (For survey details, see Attachment D – Multicultural/Diversity Board - Comparison to Other Local Cities and Public Agencies).

City	Type of Commission	Members/Terms
Campbell	NA	NA
Cupertino	NA	NA
Los Altos	NA	NA
Los Altos Hills	NA	NA
Los Gatos	NA	NA
Milpitas	NA	NA
Mountain View	Human Relations Commission	7 members / 3 year terms/meets monthly
Palo Alto	Human Relations Commission	7 members / 3 year terms/meets monthly
Redwood City	NA	NA
San Jose	Human Rights Commission	13 members / 3 year terms/meets monthly
City of Santa Clara	NA	NA
County of Santa Clara	Human Relations Commission	15 members/meets monthly
Saratoga	NA	NA

The human relations/rights commissions in the cities and counties surveyed are advisory to City Council or the County Board of Supervisors. In general, the responsibility of these commissions is to study, review, evaluate and make recommendations to Council relative to matters affecting human rights, or on discrimination issues regarding ethnicity, national origin, religion, sexual orientation, socioeconomic class, age, physical and/or emotional conditions. The following summarizes the role of each of the commissions listed:

- City of Mountain View – The Human Relations Commission was established to address economic, political, educational and social issues facing the community. Specific responsibilities include: acting as an advisory body to the City Council, serving as a forum for public discussions, and acting as a liaison/facilitator between City government and the public on issues related to tolerance, inclusion and involvement.
- City of Palo Alto – The Human Relations Commission advises City Council on policy including issues of socioeconomic class or status, physical condition or handicap, married or unmarried state, emotional condition, intellectual ability, age, sexual preference, race, cultural characteristics, ethnic background, ancestry, citizenship, and religious, conscientious or philosophical belief.
- County of Santa Clara – The Human Relations Commission promotes and provides services that serve to bridge county government and the diverse community, builds positive inter-group relations, and helps to eliminate prejudice and discrimination based on: race, religion, national origin, cultural background, sexual orientation, gender, age, and disability. The commission hears citizen complaints against law enforcement, conducts forums on hate crimes and discrimination issues, participates in multicultural events, and provides forums to create harmony in the community.
- City of San Jose – The Human Rights Commission was established to implement the San Jose Human Rights Policy and to develop programs promoting the fulfillment of human rights in the City. The Commission studies, reviews, evaluates and makes recommendations to the City Council relative to all matters affecting human rights including: discrimination, equal employment opportunity policies and practices, and equal access efforts. It also hears human rights complaints from the community including police misconduct, employment and discrimination.

By contrast, the City of Sunnyvale's Housing and Human Service Commission (HHSC) established on July 1, 1985, acts as an advisory body to Council on existing and potential programs, policies, and other issues regarding housing and human services in Sunnyvale. The HHSC advises Council on City funding of outside groups and reviews Housing Community Development Block Grant

Programs and priorities. The HHSC reviews the Socioeconomic Element of the Sunnyvale General Plan and provides policy analysis, review and preparation of policy recommendations on socioeconomic and social service issues.

Overview of Sunnyvale's Current Boards and Commissions

The City of Sunnyvale has a strong tradition of civic participation, including service on a board, commission, or committee. The City Charter provides for the establishment of citizen boards and commissions to advise the City Council and provide ongoing resident input into policies and issues affecting the Sunnyvale community.

Sunnyvale currently has ten Council advisory boards and commissions, none of which are primarily focused on multicultural outreach and/or issues. Below is a list of the City's current boards and commissions, including the mission of those boards and commissions which have a responsibility that may be related to multicultural/diversity and outreach; also noted are the respective departments responsible for staffing:

- Arts Commission (DPR)
- Bicycle and Pedestrian Advisory Committee (DPW)
- Board of Building Code Appeals (CDD)
- Board of Library Trustees (Library)
- Child Care Advisory Board (OCM)
- Heritage Preservation Commission (CDD)
- Housing and Human Services Commission (CDD)– acts as an advisory body to Council on housing and human services issues, funding of outside groups, reviews Housing Community Development Block Grant Programs and priorities, reviews affordable housing projects, etc.
- Parks and Recreation Commission (DPR)
- Personnel Board (HRD) – advises the City Council on matters concerning personnel policies and procedures, makes recommendations on the Civil Service Rules and Regulations affecting Sunnyvale employees and hears appeals on disciplinary matters in the Classified Service.
- Planning Commission (CDD)

The City also has four staff advisory committees which advise City staff on departmental policies and programs. These advisory committees are:

- Advisory Committee on Accessibility (OCM) – advises staff on community-wide accessibility issues.
- Columbia Neighborhood Center Advisory Committee (OCM)
- Senior Advisory Committee (DPR)
- Teen Advisory Committee (DPR)

What Are the Needs in Sunnyvale?

Cities typically concern themselves with two main cultural diversity issues:

- Equal access with regards to City services, and
- Outreach and education with a focus on inclusion, tolerance and civic engagement.

Issues of Equal Access to City Services

Discrimination on the basis of ethnicity, religion, or cultural background is illegal. In Sunnyvale, in addition to complying with all state and federal anti-discrimination laws, the City has developed administrative policy and procedures to address this issue (see Attachment E, “Non-Discrimination in Programs and Services” Administrative Policy). The purpose of this policy is to establish overall guidelines regarding the administration of all City programs and services in a manner which does not discriminate against individuals on the basis of their membership in any protected class as defined by applicable state and federal law.

Note that this policy does not apply to complaints of discrimination in employment, complaints against Public Safety, or disability-related complaints, all of which are governed by separate City policies. Complaints of discrimination in employment are governed by the City’s personnel policies; resident complaints against Public Safety employees are investigated by the Department of Public Safety, Division of Professional Standards; and disability-related complaints of discrimination or requests for reasonable accommodation are addressed by the “Program and Service Accessibility for Persons with Disabilities” administrative policy.

The Assistant City Manager is the staff member responsible for ensuring compliance with the non-discrimination policy, and is the designated point of contact for discrimination complaints. Historically, as documented by the Office of the City Manager and the Office of the City Attorney, the City has had few cultural or ethnic discrimination complaints. According to the City Attorney’s office, excluding complaints regarding workplace investigations, ADA, and public safety, one complaint from the public was filed within the past three years involving a claim of racial or ethnic discrimination.

Housing Discrimination

The City of Sunnyvale is committed to the goals of non-discrimination and equal access and increasing the housing opportunities of those with limited English proficiency, low-income residents and under-represented ethnic and racial groups. The City is responsible for the implementation of affirmative marketing policies and procedures to ensure that all persons—regardless of their race, color, national origin, age, religion, sex, disability, familial status or English proficiency - are aware of affordable housing opportunities. The goal of these policies and procedures is a more diverse tenant population in each of

the affordable housing developments, with a representation of ethnic and racial groups which is consistent with their representation in the City. Further, the City currently contracts services with Project Sentinel for fair housing and discrimination investigation and review.

Issues of Outreach and Engagement

While anecdotal information indicates that Sunnyvale has fortunately earned a reputation for tolerance and inclusion, the City can continue to improve in engaging community members of all ethnicities in civic activities. For example, the spring 2006 recruitment for Boards and Commissions reflected an ongoing challenge in that there was a significant discrepancy between the ethnicity of applicants, and Sunnyvale's demographic profile, as noted in the following table:

Comparison of Demographic Profile to Board/Commission Applicants	
Sunnyvale's Demographic Profile by Ethnicity	Applicant Representation by Ethnicity for Boards/Commissions
46% Caucasian	77% Caucasian
33% Asian	14% Asian
15% Hispanic	4.5% Hispanic
4 % Other	0% Other
2% African-American	4.5% African American

One of the success criteria for a new board, commission, or advisory committee on multicultural/diversity outreach might be to increasingly achieve an applicant pool that better reflects Sunnyvale's cultural diversity. While the activities of existing boards, commissions and committees, such as Housing and Human Services Commission or Parks and Recreation Commission, frequently include multicultural outreach related to their respective areas, the purpose of a proposed new body would be to focus on multicultural issues, inclusion, issues of outreach and civic engagement.

Options for Creating a New Board, Commission or Advisory Committee

Based on staff research of the practices of surrounding cities, three options are detailed below related to boards, commissions and/or advisory committees focused on multicultural outreach and issues.

Option #1. Utilize Role of Existing Boards, Commissions and Advisory Committees to Further Address Multicultural/Diversity Outreach and Issues

The City currently has ten existing boards and commissions that are advisory to Council on policy issues and whose members are appointed by Council. In addition, the City has four staff advisory committees. In an effort to more effectively utilize these existing resources, another option is to incorporate multicultural/diversity outreach and issues as appropriate into their ongoing work plans.

Pros:

1. This option would not require a dedicated new board, commission or committee.
2. This option could help to assure issues of cultural diversity are examined from a number of different disciplines and perspectives.

Cons:

1. The existing boards and commissions already have clearly defined areas of focus that are not directly related to issues of multicultural diversity outreach.
2. This approach may dilute the focus of existing boards, commissions, and committees.

Estimated Cost: There is no additional fiscal impact for this option.

Option #2. New Committee on Multicultural/Diversity Outreach and Issues -- Advisory to Staff

Under this option, a new committee would be created by staff to review and make advisory recommendations to staff on City programs and activities related to multicultural/diversity issues. The committee would meet quarterly or as otherwise determined by staff.

This Committee would further the work of the Multicultural Outreach Task Force, and proposed responsibilities include:

- Advise staff on ways to promote and collaborate with community groups to create diversity-related educational programs that increase multicultural diversity awareness;
- Advise staff on methods to ensure that residents of all cultures are welcome in Sunnyvale and have equal access to City services and programs;
- Advise staff on effective, creative strategies to encourage civic engagement of residents;
- Advise and support staff efforts to build relationships with cultural groups and leaders in order to promote access to City services, and civic engagement;
- Act as ambassadors, linking community members and City staff;
- Advise staff on emerging multicultural/diversity issues and community needs;
- Advise staff regarding multicultural diversity-related Study Issues for Council consideration.

Pros:

1. This committee would leverage the work of the 2004 Multicultural Outreach Task Force.
2. The City has a wide variety of programs and services that may benefit from increased multicultural outreach. Much of the work that a

multicultural/diversity committee might be interested in is operational/administrative in nature. Creation of a staff advisory committee would allow that involvement, whereas a Council appointed board or commission would not.

3. The formation of an advisory committee would visibly demonstrate the City's commitment to supporting multicultural/diversity and inclusion.

Cons:

1. City resources are limited and staff time may be better spent on continuing to implement recommendations already made by the 2004 Multicultural Outreach Task Force.

Estimated Cost: \$10,000 first year to include start-up expenses, with subsequent years' funding of \$8,000. Source of funding to be identified by Council.

Option #3: New Board or Commission on Multicultural/Diversity Outreach and Issues -- Advisory to Council

Boards and Commissions are comprised of members appointed by Council, and act in an advisory role to Council. Under this option, the board or commission would meet quarterly, or as otherwise determined by Council, to review and make recommendations to Council on policy issues related to multicultural/diversity outreach and issues. Consistent with other boards and commissions, any newly formed board or commission would be subject to the Brown Act.

Proposed responsibilities include:

- Advise Council on policy issues addressing multicultural/diversity issues;
- Advise Council on policy related to equal access to City services and programs;
- Advise Council on policy related to the civic engagement of residents;
- Recommend multicultural/diversity and outreach-related Study Issues to Council.

Pros:

1. Provides a community-based, public vehicle to advise Council in identifying and addressing issues in the community at a policy level on matters related to multicultural/ diversity issues.
2. The formation of this commission would visibly demonstrate the City's commitment to supporting multicultural/diversity outreach and inclusion.

Cons:

1. Given the work of the 2004 Multicultural Outreach Task Force, and existing laws and policies, there may be few multicultural issues to address at the policy level. Board or commission members could potentially be frustrated with the commitment of their time and City

resources, particularly if their interest lies in operational issues affecting cultural diversity.

2. The City already has in place administrative policies and procedures to address discrimination complaints.
3. Council-level boards and commissions require significant staff time and resources to implement and maintain due to Brown Act requirements.

Estimated Cost: \$15,000 first year to include start-up expenses, with subsequent years' funding of \$13,000. Source of funding to be identified by Council.

FISCAL IMPACT

The costs associated with a new board or commission advisory to Council will depend on the role and responsibilities of the board. Excluding the Planning Commission, the average estimated cost of a board or commission in FY2005/06 was \$12,844. This cost is primarily composed of the staff time (professional and administrative) required to support the board or commission.

Costs vary by work plan, level of staff support required, etc. The following table is a summary of costs for comparable City boards and commissions that met regularly in FY05/06:

Actual Costs for Boards and Commissions in FY 05/06

Board, Commission	Members	Meetings	Staff Hours	FY 05/06 Costs
Arts Commission	5	12	213	\$14,568
Bicycle and Pedestrian Advisory Committee	7	12	90	\$8,050
Child Care Advisory Board	7	6	90	\$4,704 *
Heritage Preservation Commission	7	12	221	\$16,123 (04/05**)
Housing and Human Services Commission	9	12	278	\$15,917
Board of Library Trustees	5	12	162	\$15,200
Parks & Recreation Commission	5	12	213	\$15,346
Planning Commission	5	24	777	\$61,000

Note:

* Costs lower in 05/06 due to temporary, part-time staffing.

**Heritage Preservation Costs in FY 05/06 were lower at \$9,561 due to cancelled meetings and activities charged to other activities.

Actual Costs for Staff Advisory Committees FY 05/06

Advisory Committees	Members	Meetings	Staff Hours	FY 05/06 Costs
Advisory Committee on Accessibility	5	4	115	\$9,939 (includes first-year start-up activities)
Columbia Neighborhood Center	7	6	180	\$10,000 (estimate)
Senior Center Advisory Committee	15	6	120	\$9,000 (estimate)
Teen Advisory Committee	12	22	338	\$13,848

As noted in the table above, the costs associated with a staff advisory committee are typically less than a Council advisory board or commission. The average cost of an advisory committee during FY05–06 was \$10,696.

Projected Costs for a New Board or Commission

Option	Members	Meetings	Estimated Staff Hours	Projected Annual Costs
#1 Advisory Committee to Staff on Multicultural/Diversity and Outreach Issues	5	4	133 hours first year; 106 hours ongoing	\$10,000 first year; \$8,000 ongoing annually
#2 Board or Commission on Multicultural/Diversity and Outreach Issues	5	4 -6	160 hours first year; 133 hours ongoing	\$12,000 first year; \$10,000 ongoing annually
#3 Utilize Existing Boards, Commissions and Committees to address issues on Multicultural/Diversity and Outreach Issues	93	N/A	Varied	To be absorbed in current budgets.

CONCLUSION

Cities play an important role in facilitating civic engagement. Ensuring that communications and outreach practices are effective for the diverse cultures that make up a community is an important part of engaging a multicultural community. Depending on a City's unique needs, the two broad areas that are typically considered for review by a council board or commission, or by a staff advisory committee, are issues of outreach and equal access.

The City's Staff Advisory Committees have proven to be effective in advising staff on a wide variety of issues, allowing feedback on operational and administrative issues which Council-appointed boards and commissions cannot be involved with. The newly formed Advisory Committee on Accessibility (ACA) advises staff on accessibility related issues. First-year accomplishments of ACA include advising staff on the revision of the Accessibility Policy. The Sunnyvale Senior Center Advisory Committee advises staff on a wide variety of issues related to senior center programs. Accomplishments include advising staff on the senior lunch program and Senior Center membership issues. The Teen Advisory Committee (TAC) advises staff on issues related to youth and teen services. Accomplishments of TAC include participation in the City-wide "Hands on the Arts" special event, outreach to the local high schools and volunteer support for Middle School dances sponsored by the Parks and Recreation Department. TAC was instrumental in the creation of the highly successful Sunnyvale Skate Park. The Columbia Neighborhood Center Advisory Committee advises staff on issues related to youth and families in the community, including support for activities, such as *Family Fun Night* and the *Health and Safety Fair* that take place at the Columbia Neighborhood Center.

While there have been very few complaints of cultural or ethnic discrimination in recent years, all discrimination is significant and intolerable. In addition to complying with all federal and state laws, the City also has current administrative policies and procedures to address resident access or discrimination complaints.

In 2004 Council accepted eighteen of the Multicultural Outreach Task Force's recommendations for improving outreach to cultural communities in Sunnyvale. Staff continues to move forward with these recommendations which are helping to address ongoing needs for increasing outreach and inclusion in Sunnyvale's diverse community.

While multicultural and multi-lingual outreach efforts continue through City departments, civic engagement is not equally spread in relation to Sunnyvale demographics. As Sunnyvale becomes more heterogeneous, cultural needs will become increasingly important considerations in planning City programs and services.

PUBLIC CONTACT

Public contact was made through posting of the Council agenda on the City's official notice bulletin board, posting of the agenda and report on the City's web page, publication of the Council agenda in the San Jose Mercury News, and the availability of the report in the Library and the City Clerk's Office.

Additionally, City staff sent questionnaires to 290 members of the community to solicit their feedback on the development of a multi-cultural board/commission in Sunnyvale. Surveys were sent to faith-based, cultural, and service organizations, neighborhood associations, members of the 2004 Multicultural Outreach Task Force, all City Board and Commission members, members of the City's staff-advisory committees, the Friends of the Parks & Recreation, and to Sunnyvale School District principals.

Of the 290 questionnaires sent, 29 (10%) were returned. Although the questionnaire did not explicitly ask the respondents whether they were in favor or not in favor of a board, 13 (45%) clearly indicated a strong opinion. Analysis of results revealed a strong dichotomy on the topic. (See Attachment F – Summary of Responses to Multicultural/Diversity Questionnaire; Attachment G- Multicultural Diversity Board or Commission Questionnaire; and Attachment H – Sample Cover Letter.)

Nine (31% of survey) of the respondents expressed their support for a multi-cultural board. Favorable responses included: *“Wonderful idea to have our city have a commission to make a better place for everyone to learn and celebrate diversity. Bravo!”* And, *“It should be a given in every city in America. We live in an increasingly diverse society.”*

On the other hand, four (14% of survey) community members clearly stated their opposition to forming a multicultural board. Unfavorable responses included: *“Failure on the part of the city to recognize we have limited resources and shouldn't waste them.”* Another suggested that a board would *“polarize the city.”*; *“Bad idea.”* *“This is nonsense. We are trying to integrate in Sunnyvale and not create a balkanization. People must all speak English and take part in an issue.”*

The questionnaire posed four questions; the following is an overview of responses to the questions.

What is the Commission's Role? *“To improve the dialogue/communications process with more citizens of Sunnyvale”, “Promoting unity from diversity.” “Role is to inform, educate and encourage multicultural participation, particularly in city government.” “Act as a liaison between diverse groups and city government.”*

What issues would be reviewed? elicited various suggestions. The following is a sampling: *“Problems that arise in the city between diverse groups. Harmonize relations.” “Racial profiling, racial harassment, racial discrimination, multicultural projects and events.” “Are community outreach meetings held at convenient times for working adults, seniors who don't drive or feel comfortable*

attending night meetings? Is childcare available for those with kids?” “How each group can feel a part of larger community?”

Area of diversity to be addressed (Age, ethnicity, socioeconomic status, other?) Responses varied widely. Some felt the focus should be on ethnicity only. Other recommended all areas listed plus: religious diversity, gender, sexual orientation, sports and rituals.

Additional Comments revealed an array of opinions. Respondents raised questions regarding the potential development of a board or commission. For example: *“I wonder why we need yet another commission to address this challenge.” “They need to do more than talk. How about a festival celebrating diversity in the city?” “Do city programs exclude or differentially serve various groups?” “Why are certain groups not represented anywhere but in the census?” “What are the barriers to communications that are mutually beneficial? “How do we remove those barriers?” “The title and perspectives are wrong as they attempt to put people into categories and that creates barriers to communication.”*

ALTERNATIVES

1. Utilize Role of Existing Boards, Commissions and Advisory Committees to further Address Multicultural/Diversity Outreach and Issues. Incorporate multicultural/diversity outreach and issues as appropriate into their ongoing work plans.
2. Authorize funding (first year start-up and implementation budget of \$10,000 in the City Manager’s proposed FY07/08 operating budget, with funding of \$8,000 for FY08/09) to support staffs’ creation of a pilot committee on Multicultural/Diversity Outreach and Issues – Advisory to Staff.
 - The advisory committee members to be selected by staff and act in an advisory role to staff.
 - The new committee would review and make advisory recommendations on City programs, activities and possible Study Issues related to multicultural/diversity and outreach.
 - The new committee would meet quarterly.
 - Staff to return to Council with a committee evaluation report in FY09/10.
3. Develop a new Council-appointed board or commission on Multicultural/Diversity Outreach and Issues - Advisory to Council.
 - The new board members to be appointed by Council and act in advisory role to Council.

- The new board will review policy level issues and activities focused on multicultural diversity outreach and issues, and meet quarterly.
- New board or commission to comply with Brown Act.

Include a first year start-up and implementation budget of \$12,000 in the City Manager's proposed FY07/08 operating budget, with funding of \$10,000 for FY08/09. Return to Council in fall 2007 with proposed By-Laws and Resolution. New board to operate on a pilot basis for two years; staff to return to Council with an evaluation report in FY09/10.

4. Do not create or further explore creation of a new board, commission or committee at this time.
5. Other action as identified by Council.

RECOMMENDATION

Staff recommends Alternatives #1 and #2:

1. Utilize Role of Existing Boards, Commissions and Advisory Committees to further Address Multicultural/Diversity Outreach and Issues. Incorporate multicultural/diversity outreach and issues as appropriate into their ongoing work plans.
2. Authorize funding (first year start-up and implementation budget of \$10,000 in the City Manager's proposed FY07/08 operating budget, with funding of \$8,000 for FY08/09) to support staffs' creation of a pilot committee on Multicultural/Diversity Outreach and Issues – Advisory to Staff.
 - The advisory committee members to be selected by staff and act in an advisory role to staff.
 - The new committee would review and make advisory recommendations on City programs, activities and possible Study Issues related to multicultural/diversity and outreach.
 - The new committee would meet quarterly.
 - Staff to return to Council with a committee evaluation report in FY09/10.

These alternatives leverage existing resources and address a documented need to further civic engagement and to provide effective outreach practices in a multicultural community. These alternatives will also facilitate implementation of the recommendations of the 2004 Council-appointed Multicultural Outreach Task Force.

Staff is not recommending Alternative #3 because existing laws and administrative policies already address equal access and discrimination issues. Therefore, there may be few multicultural/diversity issues to address at the policy level. Much of the work that a multicultural/diversity outreach committee might be interested in is operational or administrative in nature. Creation of a staff advisory committee would allow that involvement, whereas a Council appointed board or commission would not.

While anecdotal information indicates that Sunnyvale has earned a reputation for tolerance and inclusion, the City can continue to improve in engaging community members of all ethnicities in civic activities. The City has a wide variety of programs and services that may also benefit from increased multicultural participation and outreach, and staff will benefit from linkages with community members representing Sunnyvale's culturally diverse community. Forming a staff advisory committee focusing on multicultural/diversity outreach and issues, will enable the City of Sunnyvale to take a proactive approach that visibly demonstrates its commitment to supporting multicultural/diversity and inclusion; further, utilization of existing boards, commissions and committees maximizes their effectiveness and helps to achieve this goal City-wide.

Reviewed by:

Robert Walker, Assistant City Manager

Prepared by: Patricia Lord, Community Resources Manager

Approved by:

Amy Chan

City Manager

Attachments

- A. Multicultural Outreach Task Force Recommendations
- B. Proposed Council Study Issue
- C. Status Update on Multicultural Task Force Recommendations
- D. Multicultural Diversity Board - Comparison to Other Cities and Public Agencies
- E. Non-Discrimination in Programs and Services Administrative Policy
- F. Summary of Responses to the Multicultural/Diversity Questionnaire

G. Multicultural/Diversity Board or Commission Questionnaire

H. Sample Cover Letter

Council Meetings > 2004June > Reports > 04-206

June 8, 2004

SUBJECT: Multicultural Outreach Task Force Recommendations

REPORT IN BRIEF

Over the past three years, the Sunnyvale City Council has prioritized increasing the City's communications with, and outreach to, Sunnyvale community members. Two fundamental goals of the City's communications and outreach efforts are to build awareness about City services and activities, and to engage community members in those issues and activities.

Recognizing Sunnyvale's growing cultural and linguistic diversity, Council convened a Multicultural Outreach Task Force in February 2004 to focus on outreach to Sunnyvale's multicultural populations. The task force was charged with reviewing the City's outreach practices and making recommendations to Council on how the City can encourage broader multicultural civic engagement, and help ensure that all Sunnyvale community members are informed about City issues and activities.

The task force identified many possible ways to strengthen communications with, and civic engagement by, multicultural populations. The task force then developed a short list of "most important" prioritized recommendations. The task force's final recommendations are organized into five broad strategies:

1. Expand representation and participation of multicultural populations at all levels of City government and in community life.
2. Increase the awareness and responsiveness of City government to multicultural issues within the community.
3. Acknowledge, value and celebrate Sunnyvale's multicultural populations.
4. Facilitate an increased "sense of community" within Sunnyvale.
5. Communicate more effectively with limited English-speaking populations.

Attachment A, *Prioritized Strategies and Activities for Outreach to Multicultural Populations*, is the task force's final prioritized list of recommendations supporting each of the five strategies noted above. Attachment B, *Ways to Increase Communications With, and Engagement by, Sunnyvale's Multicultural Communities*, is the task force's preliminary listing of **all** suggestions.

Staff supports 18 of the task force's 21 final prioritized recommendations.

BACKGROUND

In FY2001/02, the City Council approved two City projects focused on improving community communications and outreach. The first was a 2002 study issue, *Explore Options to Improve Community Communications and Outreach*, and the second was the *Connected Communities/Seamless Services Initiative*, a multi-faceted, multi-year effort.

The first project, the *Explore Options to Improve Community Outreach* study issue, focused on building community members' awareness of City services, activities and issues. In December 2002, staff delivered RTC#02-455, and Council approved 26 recommendations to improve

community outreach, directing staff to return in one year with a progress report and a plan for outreach to multicultural populations. In January 2004, staff returned to Council as directed, presenting RTC #04-202, *Update on Improving Communications and Outreach Efforts, Including Outreach to Multicultural Populations*. In that report, staff proposed, and Council directed, that a community task force be convened to review the City's multicultural outreach practices and make recommendations to Council, based on Sunnyvale's unique needs and resources.

As noted above, the second outreach project approved by Council in FY2001/02 was the *Connected Communities/Seamless Services Initiative*, which focused on community building in Sunnyvale. The initiative emphasized improving community outreach by strengthening partnerships between City government and community organizations, and more actively engaging community members in City activities and decision making. As with the study issue, outreach to multicultural populations was included in the Initiative.

In March 2004, with input from the Council, the Mayor appointed the Multicultural Outreach Task Force. The task force was staffed by Coryn Campbell, Manager of Neighborhood and Community Services, and met for three two-hour sessions in March and April. A fourth meeting was held in May to review the draft report to Council.

EXISTING POLICY

Community Education

Goal 7.2A Achieve a community in which citizens and businesses are informed about local issues and City programs and services.

Policy Making and Program Planning

Goal 7.2C.1 Representation -- Plan for and encourage an appropriate cross-section of the community when obtaining public input for policy decisions.

Service Delivery

Policy 7.2D.3 Access -- Provide reasonable and fair citizen access to information and services within budgeted resources

7.2D3c Provide appropriate language translation assistance and translated materials to citizens seeking City services.

DISCUSSION

Two fundamental goals of the City's communications and outreach efforts are to build awareness about City services and activities, and to engage community members in those issues and activities. A snapshot of Sunnyvale's demographic profile indicates that as with many California cities, Sunnyvale has become a culturally diverse community. The 2000 Census reports that Sunnyvale's population is 46.5 percent white, 32.3 percent Asian, 15 percent Hispanic, and 6.2 percent other. Thirty-nine percent of Sunnyvale's residents are immigrants, and 46 percent of households speak a primary language other than English. In April 2004, the Sunnyvale School District reported that 31 percent of its students are English-language learners. In recognition of Sunnyvale's growing cultural and linguistic diversity, Council convened the Multicultural Outreach Task Force. The task force was charged with reviewing the City's outreach practices and making recommendations to Council on ways the City can encourage broader civic engagement, and help

ensure that all Sunnyvale community members are informed about City issues and activities.

Task Force members were enthusiastic about serving on the Multicultural Task Force, and commended Council for recognizing and addressing the needs of Sunnyvale's multicultural community. In carrying out their charge, the task force used the following process:

- First, they discussed the City's outreach and civic engagement challenges.
- Second, they reviewed the City's current outreach practices, demographic information, and the *Outreach to Multicultural Populations with Limited or No English Language Skills* report, a study conducted for the City by Diane

McNutt of the public relations firm McNutt & Company, Inc., completed and submitted to the City in September 2003.

- Third, they specifically evaluated recommendations for outreach to limited- English-speaking populations.
- Fourth, they reviewed multicultural outreach and civic engagement practices conducted by other cities.
- And lastly, they developed and prioritized their outreach recommendations.

Outreach and Engagement Challenges

The task force members identified the following challenges to conducting outreach to and engaging Sunnyvale community members (not in priority order):

General

- Residents may not know how to access City information
- There is insufficient understanding about how Sunnyvale "works"
- Information is not well advertised or publicized to limited-English- speaking communities
- Many residents don't realize that they can be engaged in the community, and that it's relatively easy to be involved
- Many residents do not know how to become involved, or why it would be beneficial for them to be involved
- City must reach out to the diverse business community also, not just residents

Cultural Differences

- Volunteer work is not common or popular within all cultures
- Some cultures/community members may have distrust of government
- City needs to display respect to all groups, and especially groups that may be politically sensitive
- Some cultures may not question or challenge the government

Language Issues

- City needs languages other than English on web site; perhaps just a page or two with the important current issues
- Language barriers keep people from services and civic engagement

Lack of Civic Identity

- Many individuals have little civic identification with Sunnyvale
- People don't understand the impact of shopping in Sunnyvale
- Often people don't get involved until an issue is of particular concern
- Perception is that Councilmembers and Board and Commission members are an elite group
- Many residents have no strong sense that they are a part of Sunnyvale
- It's difficult to know [geographically] where Sunnyvale begins and ends

Summary of Goals and Recommendations

As detailed in Attachment B, *Ways to Increase Communications With, and Engagement by, Sunnyvale's Multicultural Communities*, the task force brainstormed many recommendations to address the issues identified above. Recognizing that not all recommendations can be done at once, the task force developed a prioritized list of recommendations. These recommendations are organized into five broad strategies. The strategies reinforce and support each other, and build a foundation for achieving the City Council's overarching goal of effective communications to, and civic engagement by, Sunnyvale's culturally diverse populations.

The five strategies are:

1. Expand representation and participation of multicultural populations at all levels of City government and in community life.
2. Increase the awareness and responsiveness of City government to multicultural issues within the community.
3. Acknowledge, value and celebrate Sunnyvale's multicultural populations.
4. Facilitate an increased "sense of community" within Sunnyvale.
5. Communicate more effectively with limited English-speaking populations.

Specific activities supporting each strategy are noted in Attachment A, *Prioritized Strategies and Activities for Outreach to Multicultural Populations*. The activities are ranked in priority order. Priorities were determined in part by the task force's collective recommendations that:

1. The City should allocate multicultural outreach resources primarily to those activities that initiate and build relationships with multicultural populations, rather than in language translation.
2. In conducting its ongoing business, the City should strive to create a

welcoming environment for all community members.

Finally, the task force recommended that in addition to conducting outreach to multicultural populations, the City Council take a leadership role in demonstrating sensitivity to, and support for, cultures that may be subject to discrimination.

Staff Recommendation

Staff supports 18 of the task force's 21 recommended outreach activities. The three activities staff does not support are:

1. Create a board or commission focused on multicultural issues and outreach

2. Facilitate a community-wide multicultural celebration.
3. Provide translators at City meetings and events.

Staff does not support the first activity, *Create a board or commission focused on multicultural issues and outreach*, for the following reasons:

- a. The goals of this activity are similar to, and may largely be met by, two related recommendations: 2.A – Develop relationships with leaders of diverse ethnic and cultural organizations representing Sunnyvale residents; and 2.B – Create a multicultural business round table.
- b. At this time the mission of such a board or commission is not clear. Staff recommends that Council defer consideration of this activity until January

2006 when, if approved by Council, the other activities have been in place for one year.

Staff does not support the second activity, *Facilitate a community-wide multicultural celebration*, due to the cancellation of the Department of Parks and Recreation's International Festival, as part of the budget reductions directed by Council in FY2002/03 for FY2003/04 and thereafter.

Finally, staff is not supporting the third activity, *Provide translators at City meetings and events*, because of the high costs associated with providing translators for all City meetings and events. Instead, staff recommends Activity 5B, which encourages staff to conduct special outreach (including translation) as appropriate to the subject or content of a City meeting or event, and the target audience.

FISCAL IMPACT

The fiscal impact of each activity is listed in Attachment A, *Prioritized Strategies and Activities for Outreach to Multicultural Populations*. As noted in the attachment, limited funding for multicultural outreach activities is included in the Neighborhood and Community Services Program's proposed FY2004/05 operating budget.

For those recommendations that are not included in next year's proposed operating budget, ballpark cost estimates for implementing the activities have been noted. Should Council direct staff to explore any unbudgeted new activities further, staff will return to Council with a detailed estimate and proposed implementation plan.

PUBLIC CONTACT

Public contact was made through sharing the draft report with the Multicultural Outreach Task Force, posting of the Council agenda in public places, on the City's Web page, and the publication of the general business/public hearing items in the San Jose Mercury News.

ALTERNATIVES

1. Council directs implementation of all staff-recommended activities.
2. Council directs staff to implement any combination of activities.
3. Council directs staff to take no new action regarding multicultural outreach.
4. Other actions as determined by Council.

RECOMMENDATION

Staff recommends Alternative 1.

Prepared by:

Coryn Campbell
Manager, Neighborhood and Community Services

Approved by:

Amy Chan
City Manager

Attachments

Attachment A, Prioritized Strategies and Activities for Outreach to Multicultural Populations (pdf format)

Attachment B, Ways to Increase Communications With, and Engagement By, Sunnyvale's Multicultural Communities (pdf format)

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**Prioritized Strategies and Activities for Outreach to
Multicultural Populations**

1. Expand representation and participation of multicultural populations at all levels of City government and in community life.

	Activity	Estimated Fiscal Impact	Staff Recommend?
1A	<p>Provide training for community members in how City government works and how to effectively influence government decision making</p> <p><i>Staff Note: Though some modification may be appropriate, this type of training was approved by Council in May 2004, as part of the partnership with SVL to develop introductory leadership training for civic engagement for the broad Sunnyvale community.</i></p>	\$3,000 included in proposed FY04/05 operating budget	Yes
1B	<p>B.1. Make full use of ethnic media in the Bay Area.</p> <p><i>Staff Note: News releases in English are currently sent to multicultural media in the Bay Area. Due to current budget constraints, this is the practice staff proposes to continue.</i></p> <p>B.2. Develop more news releases with content that will be of interest to multicultural communities</p> <ul style="list-style-type: none"> Where feasible and appropriate, the language used in news releases should be as inclusive as possible. For example, "The City of Sunnyvale seeks candidates for vacancies on the XXX Board. The City desires to increase the cultural diversity of the Board, and welcomes candidates from all cultural groups." As opportunities arise, develop news releases about events or activities of particular interest to underrepresented cultural groups. An example would be a release about this task force's work, and the Council's pending direction. 	<p>No additional cost</p> <p>No additional cost</p>	<p>Yes</p> <p>Yes</p>
1C	Regularly distribute news releases to community organizations with culturally diverse membership representing Sunnyvale residents	No additional cost	Yes

2. Increase the awareness and responsiveness of City government to multicultural issues within the community.

	Activity	Estimated Fiscal Impact	Staff Recommend
2A	Create a board or commission focused on Multicultural issues and outreach	\$2,500	No
2B	Develop relationships with leaders of diverse ethnic and cultural organizations representing Sunnyvale residents	\$7,800 included in proposed FY04/05 budget	Yes
2C	Create a multicultural business round table <i>Staff Note: Estimated cost of one round table includes researching groups to invite, drafting and mailing invitations, event logistics, and limited follow-up.</i>	\$800 - \$1000 Business round tables are included in Economic Development's FY04/05 proposed budget.	Yes
2D	Ensure City staff recruitment outreach includes multicultural communities <i>Staff Note: The City distributes job bulletins through the City Web site, Human Resources Office, and Dept. of Employment Development. The City has also provided job information through organizations that serve professional, student, and ethnic interests. As a result of recent layoffs and the continuing budget crisis there has been a decrease in hiring needs which proportionately reduced outreach efforts.</i> <i>The \$20,000 estimate reflects Proposition 209 requirements that outreach activities need to be broad-based and inclusive. Therefore, this estimate reflects outreach activities designed for audiences who are female, minority, disabled, professional, student, and/or of ethnic interest groups. The estimate includes placing quarterly advertisements in community based newspapers, newsletters and/or professional journals; posting information on appropriate internet Web sites, and participating once per quarter in community recruiting events.</i>	\$20,000	Yes <i>Note: The proposed FY 04/05 budget does not provide sufficient funding for broad-based outreach efforts.</i>

Attachment A

	Activity	Estimated Fiscal Impact	Staff Recommend
2E	Provide ongoing recognition of the City's multicultural outreach efforts through Council outreach activities, articles in the Quarterly Report, news releases, in-person Councilmember appearances at cultural events.	Nominal; Councilmembers currently participate in many community cultural activities.	Yes
2F	Develop and implement cultural diversity training throughout the City's internal organization	<ul style="list-style-type: none"> - For general City staff, \$125 per enrollee in a full day class - For DPS officers this type of training is ongoing and included in FY04/05 proposed DPS budget 	Yes as training budgets allow
2G	Participate with other community agencies in a diversity youth forum as opportunity arises	\$800 included in FY04/05 operating budget	Yes
2H	Provide the annual resident satisfaction survey in languages other than English	To date, the survey has been available in Spanish. The resident survey is not budgeted for FY04/05.	Not applicable since survey will not be administered in FY04/05.

3. Acknowledge, value and celebrate Sunnyvale's multicultural populations.

	Activity	Estimated Fiscal Impact	Staff Recommend
3A	3A.i. Facilitate a community-wide multicultural celebration	• \$20,000 - \$25,000	No
	3.A.ii. Participate in community based cultural celebrations by hosting a City of Sunnyvale booth as opportunities present	• \$500 included in proposed FY04/05 budget	Yes
3B	Promote community cultural events, sponsored by nonprofit community organizations, on KSUN	\$250 included in FY04/05 operating budget	Yes

4. Facilitate an increased "sense of community" within Sunnyvale.

	Activity	Estimated Fiscal Impact	Staff recommend?
4A	Encourage neighborhood association outreach and participation strategies that enable neighbors to get to know one another. <i>Staff note: FY04/05 proposed budget includes the development of develop block party "kits" posted to the City's web site, staff time for consultation with neighborhood leaders about outreach options, and assistance to neighborhood leaders in navigating City departments to implement neighborhood events and activities.</i>	\$3,700 included in FY04/05 proposed budget	Yes

5. Communicate more effectively with limited English-speaking populations.

	Activity	Fiscal Impact	Staff Recommend?
5A	Make full use of ethnic media in the Bay Area. ¹ <i>Staff Note: News releases in English are currently sent to multicultural media in the Bay Area. Due to current budget constraints, this is the practice staff proposes to continue.</i>	No additional cost	Yes
5B	Post "Translation Services Available" signs in most frequently used languages at answer point locations in City buildings. Utilize qualified bilingual staff for translating	\$500 for signage in proposed FY04/05 budget	Yes
5C	Regularly distribute news releases to community organizations with culturally diverse membership representing Sunnyvale residents ¹	No additional cost	Yes
5D	Provide translators at City meetings and events	\$5,000 - \$10,000+	No Instead, staff recommends Activity 5E, encouraging special outreach (including translation) as appropriate to meeting/event content and audience
5E	Increase awareness and sensitivity among City employees for the need to do special communications outreach to non-English-speaking populations. <ul style="list-style-type: none"> Utilize the outreach worksheet developed for the <i>Outreach to Multicultural Populations with Limited or No English Language Skills</i> study, which was conducted for the City by the public relations firm McNutt & Company in September 2003. 	Nominal -- included in FY04/05 operating budget	Yes

Attachment A

	Activity	Fiscal Impact	Staff Recommend?
5F	<p>Develop City guidelines to:</p> <ul style="list-style-type: none"> • Identify eligibility criteria for translating City documents and publications; • Develop City guidelines for translation procedures <p><i>Note: The task force emphasized that document translation was not as important as relationship building with multicultural communities. However, they noted that limited translation of key City documents would be useful. Staff recommendation is that staff work with a 3-5 member task force of staff and community members to develop translation guidelines and bring them back to Council for review in January 2005.</i></p>	Nominal	Yes

Potential Ways to Communicate More Effectively With, and Increase Civic Engagement by, Sunnyvale's Multicultural Communities

(not in priority order)

1. Provide training for community members in how City government works and how to effectively influence pending government decisions
2. Regularly distribute important City information to community organizations with culturally diverse membership
3. Increase awareness and sensitivity among City employees for the need to do special outreach to non-English-speaking populations
4. Make full use of ethnic media in the Bay Area including:
 - Where feasible and appropriate, language of news releases should be as inclusive as possible. For example, "The City of Sunnyvale seeks candidates for vacancies on the XXX Board. The City desires to increase the cultural diversity of the Board, and welcomes candidates from all cultural groups."
 - As opportunities arise, develop news releases about events or activities of particular interest to underrepresented cultural groups. An example would be a release about this task force's work, and the Council's pending direction.
5. Provide translators at City meetings and special events
6. Provide translation service for key public contact points in City Hall, accompanied by desktop signs in multiple languages stating that it is available
7. Include message of translation availability of information on flyers and brochures, and ask individuals to call or check Web site
8. Create page of cultural events in multiple languages on Web site
9. Translate key Web pages into other languages
10. Translate key phrases of City documents into languages other than English
11. Translate Web site into other languages
12. Reproduce City documents in languages other than English
13. Develop relationships with leaders of diverse ethnic and cultural organizations within the City and/or representing Sunnyvale residents
14. Create a multicultural business round table

15. Ensure that City employment recruitment outreach includes multicultural communities
16. Create a board or commission focused on multicultural outreach
17. Provide ongoing Council recognition of importance of multicultural outreach and programs
18. Provide the annual resident satisfaction surveys in languages other than English
19. Develop and implement cultural diversity training throughout the City organization
20. Sponsor or partner with other community agencies to sponsor a diversity youth forum
21. Cosponsor with appropriate community organizations town hall meetings or community dialogue forums on diversity-related issues
22. Include questions about the community's comfort level with diversity on community and employee surveys
23. Facilitate or cosponsor community-wide multicultural celebrations (e.g., community-wide international festival)
24. Advertise community cultural events on KSUN
25. Provide small events, cultural programs or recognition of holidays that educate the community about other cultures and religions
26. Develop and distribute a cultural resource guide, perhaps available on the City's Web page
27. Provide new resident packets in languages other than English
28. Develop an annual City diversity award to recognize a community member who has furthered the goals of diversity in Sunnyvale
29. Provide City support for neighborhood associations that encourage neighborhood events and neighborhood problem solving
30. Provide user-friendly instructions for planning and implementing block parties
31. Incorporate cultural song and dance from various cultures into City events
32. Ask for assistance from multicultural business owners to aid in outreach
33. Create informational DVD of City process and functions.

34. Upcoming Council events on web site (2 pages), multiple languages
35. Multicultural images (photos, graphics) on print materials
36. Conduct resident satisfaction surveys in languages other than English to identify quality of life and needs within the community
37. Have Council interact with residents in local neighborhoods
38. Organize town-hall meetings in which Council explains what they're doing
39. Post upcoming Council events on Web site in multiple languages
40. Promote intercultural community "connectedness" through sports or festivals
41. Involve the community more, focusing on all languages and cultures
42. The City should facilitate cross cultural connections and dialogues
43. Facilitate interaction both between the City and the community; and among different cultural groups within the community
44. Identify multicultural gathering spots to optimize publicity efforts
45. Provide information in multiple languages (i.e., utility bills, *The Sun*, *Quarterly Report*)
46. Advertise upcoming Council events on web site in multiple languages
47. Sell advertising space on print materials to subsidize costs
48. Survey business community's concerns, issues, and potential solutions
49. Sell advertising on KSUN to Sunnyvale businesses
(Generate revenue from ad sales *and* sales tax; develop pride in City's merchants)
50. Schedule a series of focus groups to gain information and understanding about behavior and attitude patterns and cultural barriers to communications.
51. Provide a multicultural booth at the Art & Wine Festival / Library Week.
52. Sponsor ongoing cultural events dedicated to one particular ethnic/cultural group.
53. Provide park buildings for cultural/religious celebrations and to showcase community groups
54. Create a Web or video tutorial of City services/operations and make available at the library.

NUMBER OCM-02**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) _____

Issue: Explore development of a board or commission with a focus on multicultural/diversity outreach and/or issues.

Lead Department: Office of the City Manager

General Plan Element or Sub-Element: 7.2 Community Participation

1. What are the key elements of the issue? What precipitated it?

Key Elements:

- 1) What would the mission and role of a board or commission of this type be in Sunnyvale? What kinds of issues would it review?
- 2) Are there established best practices for diversity or multicultural boards and or commissions in other cities? If so, provide descriptions, missions, outcomes, and success criteria.

Council convened a Multicultural Outreach Task Force in February 2004 to focus on outreach to Sunnyvale's multicultural populations. The task force was charged with reviewing the City's outreach practices and making recommendations to Council on how the City can encourage broader multicultural civic engagement, and help ensure that all Sunnyvale community members are informed about City issues and activities.

1. RTC 04-206, presented to Council on June 8, 2004, identified the task force's 18 recommendations. Creating a board or commission focused on multicultural issues and outreach was one of the task force's strongest recommendations, but was not endorsed by staff for two reasons:
 - a) The goals of this activity are similar to, and may largely be met by, two related recommendations that staff did support: Develop relationships with leaders of diverse ethnic and cultural organizations representing Sunnyvale residents; and, Create a multicultural business round table.
 - b) The mission of such a board or commission is unclear.

Instead, staff recommended that Council defer consideration of this recommendation until January 2006 when the other activities would have been in place for one year.

Council directed staff to develop a study issue proposal for ranking at the December Council Workshop to explore the feasibility of creating a Multicultural Outreach/Diversity advisory commission or board. Council also directed staff to gather input from the Multicultural Outreach Task Force about the proposed board or commission's role.

2. How does this relate to the General Plan or existing City Policy?

Policy Making and Program Planning

Goal 7.2C.1 Representation -- Plan for and encourage an appropriate cross-section of the community when obtaining public input for policy decisions

Service Delivery

Policy 7.2D.3 Access -- Provide reasonable and fair citizen access to information and services within budgeted resources

3. Origin of issue:

Council Member(s): Fowler, Chu

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ **of** _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes____ **No** X_ **Expected Year Completed** 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department	120
(b) Estimated work hours from consultant(s) if applicable:	
(c) Estimated work hours from the City Attorney's Office:	10
(d) Estimated work hours from Finance:	
(e) Estimated work hours from other department(s):	
Department: CDD	20
Department: ITD	20
Department: DPS	20
Department: DPR	20

Total Estimated Hours: 205

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ___ No X

(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

Per Council direction, input on this issue will be gathered in 2004 from the Multicultural Outreach Task Force.

Public hearing will be held at Council meeting

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget – Neighborhood and Community Services

___ Costs covered by project - <project name>

___ Budget modification needed for study - <\$ Amount>

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

Mark a range for the items below:	\$500 or none	\$50K or less	\$51K - \$100K	\$101K - \$500K	\$501K or more
Capital expenditure range					
Operating expenditure range		X			
New revenues/savings range					
Explain impact briefly: To be incurred if Study Issue recommends a Board or Commission and recommendation is then approved by Council					

9. Staff Recommendation for this calendar year:

"For" Study ___ Explain:

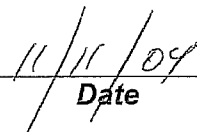
"Against" Study ___ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

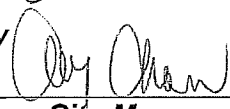
Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

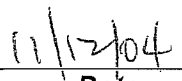
Reviewed by


 NCR / IGR Manager


 Date

Approved by


 City Manager


 Date

Status Update on Multicultural Outreach Task Force Recommendations

September 25, 2006

The following is an update on the Multicultural Outreach Task Force recommendations approved by Council on June 8, 2004 in RTC04-206.

1. Expand representation and participation of multicultural populations at all levels of City government and in community life.

	Activity	Status Update
1A	Provide training for community members in how City government works and how to effectively influence government decision making	<i>CitySkills</i> was launched in Spring 2005 and continues to be offered each Fall and Spring as demand warrants.
1B	B.1 Make full use of ethnic media in the Bay Area B.2 Develop more news releases with content that will be of interest to multicultural communities	Ongoing. Communications Division distributes news releases to non-English speaking media outlets including Chinese, Spanish, Portuguese, Vietnamese, Korean, and other various organizations.
1C	Regularly distribute news releases to community organizations with culturally diverse membership representing Sunnyvale residents	News releases as appropriate to leaders of neighborhood associations and upon request to community organizations with culturally diverse membership representing Sunnyvale residents.

2. Increase the awareness and responsiveness of City Government to multicultural issues within the community.

	Activity	Status Update
2A	Create a board or commission focused on multicultural issues and outreach	Current Study Issue
2B	Develop relationships with leaders of diverse ethnic and cultural organizations representing Sunnyvale residents	Ongoing efforts to develop relationships with leaders of diverse ethnic and cultural organizations by various City departments.
2C	Create a multicultural business round table	Economic Development conducts ongoing outreach to regional ethnic chambers and businesses in Sunnyvale.
2D	Ensure City staff recruitment outreach includes multicultural communities	For the current DPS recruitment, Human Resources Department developed a 1,000 label outreach mailer database for recruitments to ensure the City is “casting a wide net” during recruitment process. Additionally, HR is developing an outreach program to send postcards and notices on a quarterly basis to a wide range of agencies encouraging a visit to the City Web site to peruse the current job opportunities.
2E	Provide ongoing recognition of the City’s multicultural outreach efforts through Council outreach activities, articles in the Quarterly Report, news releases, in-person Councilmember appearances at cultural events	Ongoing and in process.
2F	Develop and implement cultural diversity training throughout the City’s internal organization	NCS is partnering with Library to host cultural/educational diversity programs for both staff and community members in process for FY 06/07.
2G	Participate with other community agencies in a diversity youth forum	Ongoing as opportunities arise.

Attachment C

	as opportunities arise	
2H	Provide the annual resident satisfaction survey in languages other than English	Not applicable since none administered in 05/06. Under review for 06/07 survey.

3. Acknowledge, value and celebrate Sunnyvale's multicultural populations.

	Activity	Status Update
3A	Participate in community based cultural celebrations by hosting a City of Sunnyvale booth as opportunities present	City participation as opportunities arise, and staff resources allow.
3B	Promote community cultural events, sponsored by nonprofit community organizations, on KSUN	Ongoing availability of services through Communications Division.

4. Facilitate an increased "sense of community" within Sunnyvale.

	Activity	Status Update
4A	Encourage neighborhood association outreach and participation strategies that enable neighbors to get to know one another.	Launch of new neighborhood associations started in FY 05/06. Ongoing support of Neighborhood Associations and launch of Neighborhood Grant Program and Block Party kits. Collaborative efforts by various departments to support neighborhood association outreach activities, such as National Night Out.

5. Communication more effectively with limited English-speaking populations.

	Activity	Status Update
5C	Regularly distribute news releases to community organization with culturally diverse membership representing Sunnyvale residents.	Ongoing availability of services through Communications Division and as requested by community organizations.
5E	Increase awareness and sensitivity among City employees for the need to do special communications outreach to non-English speaking populations.	Ongoing via Community Outreach Administrative Policy.
5F	Develop guidelines to: <ul style="list-style-type: none"> • Identify eligibility criteria for translating City documents and publications; • Develop City guidelines for translation procedures. 	Completed Community Outreach Administrative Policy and included in City Administrative Policy Manual.

Note: Campbell, Cupertino, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Redwood City, Santa Clara and Saratoga are not listed because they do not have a commission that focuses on multicultural issues.


City Name	City of Mountain View
Multicultural/Diversity Commission or Board	None
Other	Human Relations Commission
Mission (As stated on City website)	<p>Commission was established to address the various economic, political, educational and social issues facing the community.</p> <p>The guiding principles which direct the Commission's review of community issues include:</p> <ul style="list-style-type: none"> • Tolerance—Issues concerning nondiscrimination, diversity and cultural awareness in the community. • Involvement—Issues related to barriers which may preclude residents from participating in their local government and/or community and assessment of the relevance of programs to the needs of the community. • Inclusivity—Issues concern outreach to diverse segments of the population and soliciting input from the community. <p>Specific responsibilities of the Commission include:</p> <ul style="list-style-type: none"> • Acting as an advisory to the City Council, • Serving as a forum for public discussion, and • Acting as a liaison/facilitator between City government and the public on issues as they relate to tolerance, inclusivity and involvement.
When Formed?	1992
Why Formed?	No precipitating incident. Council felt there should be a body to deal with issues that included community members.
Meeting schedule	Monthly - not in Aug
Members/Terms	7 members - 2 consecutive - 4 year terms
Cost to city/staff hours	\$4500; training/printing, travel, conferences, diversity events, contractual services/ 175 staff hrs. approx
Issues Reviewed	Issues between Day Worker Center and the City; landlord/tenant discrimination issues
Activities/Projects	Provide community outreach to diverse groups; this includes translation of documents, interpretation at public meetings, identify ways to reach out to non-English speaking and ethnic groups
Benefit to City	Help reach out to diverse groups; provide avenue to explore issues in depth
Suggestions	Scope of duties needs to match needs. Mission of board should be very clear.

Multicultural/Diversity Board - Comparison to Other Cities and Public Agencies

Attachment D

City Name	City of Palo Alto
Multicultural/Diversity Commission or Board	None
Other	Human Relations Commission
Mission (As stated on City website)	Charged with the discretion to act with respect to any human relations matter when the Commission finds that any person or group does not benefit fully from public or private opportunities or resources in the community, or is unfairly or differently treated due to factors of concern to the Commission. Public or private opportunities or resources in the community include, but are not limited to those associated with ownership and rental of housing, employment, education and governmental services and benefits; factors of concern to the Commission including but not limited to, socioeconomic class or status, physical condition or handicap, married or unmarried state, emotional condition, intellectual ability, age, gender, sexual preference, race, cultural characteristics, ethnic background, ancestry, citizenship, and religious, conscientious or philosophical belief.
Activities	Conduct public forms on landlord/tenant issues, senior issues, cultural diversity.
Meeting Schedule	Meet once per month
Members	7 members - 3 year terms
Cost to city	500 staff hours (approximately)
Issues Reviewed	Discrimination in the following areas; socioeconomic class or status, physical condition, handicap, married/unmarried, emotion condition, intellectual ability, race, age, gender, sexual preference, cultural, ethnic background, ancestry, citizenship, religious.
Benefit to City	Provides a forum to bring community together. This group is focused on inclusivity issues so that Council can work on other issues. Good place for public to voice concerns. Serves as a task force to study issues per Council requests; such as disability, bias in media. Advisory to Council only - does not have power to make decisions but can make recommendations.
Suggestions	None provided
City Name	County of Santa Clara
Multicultural/Diversity Commission or Board	None
Other	Human Relations Commission
When Formed?	1972
Why Formed/Mission? (As stated on City website)	The mission is to advocate for and take positive action to eliminate prejudice and discrimination based on race, religion, national origin, cultural background, sex, age, sexual preference and disability. To promote peace and harmony.
Meeting schedule	Once per month
Members	15 members
Cost to county/staff hours	
Issues Reviewed	Reviews citizen complaints against law enforcement, conducts forums about hate crimes anti-discrimination issues, participates in multicultural events in county, provides forums to create harmony in county.
Benefit to County	Communicate community concerns and recommends solutions
Suggestions	Recommends Human Relations Commission for Sunnyvale.

City Name	City of San Jose
Multicultural/Diversity Commission or Board	None
Other	Human Rights Commission
When Formed?	1994
Why Formed/Mission? (As stated on City website)	The Human Rights Commission was established to implement the San Jose Human Rights Policy and to develop programs promoting the fulfillment of human rights in the City. The Commission studies, reviews, evaluates and makes recommendations to the City Council relative to all matters affecting human rights including discrimination, equal employment opportunity policies and practices, and recommends courses of action regarding the City's equal opportunity and equal access efforts and its programs relating to City employment.
Meeting schedule	Once per month
Members	13 members - 3 year terms
Cost to city	Costs and hours unclear.
Issues Reviewed	Review human rights complaints from community re: police misconduct, employment, discrimination. Serves as liaison between residents and Council. Serves as 'eyes and ears' of Council by reporting issues/concerns.
Benefit to City	Makes recommendations to Council which makes final decisions. They have reviewed immigration issues, police practices and passed resolutions. Handle global issues, not individual complaints or concerns. Also provide community forums to talk about issues. Recognizes community members who make a difference.
Suggestions	None provided

 Non-Discrimination in Programs and Services	Administrative Policy Manual Chapter 1 – General Management Article 22
	Attachments: None
Effective Date: 5/13/05	Responsible Department: OCM
Prior Version & Notes: Prior Version: Previously was part of the “Program and Service Accessibility” Policy (June 1989) – Chapter 1, Article 11.	

Section 1. Purpose

The purpose of this policy is to establish overall guidelines regarding the administration of all City programs and services in a manner which does not discriminate against individuals on the basis of their membership in any protected class as defined by applicable state and federal law.

This policy does not apply to complaints of discrimination in employment which are governed by Chapter III of the Administrative Policy Manual (Personnel).

This policy does not apply to disability-related complaints of discrimination, or requests for reasonable accommodation by individuals with disabilities, which are covered by the policy, “Program and Service Accessibility for Persons with Disabilities” (Chapter 1, Article 11).

This policy does not apply to citizen complaints against Public Safety employees which are investigated by the Department of Public Safety Division of Professional Standards.

Section 2. Policy

It is the policy of the City of Sunnyvale to comply with all applicable laws prohibiting discrimination with respect to the provision of City programs and services. Protected classifications include, but are not limited to, race, religion, color, sex, gender identity, sexual orientation (including heterosexuality, homosexuality and bisexuality), national origin, ancestry, citizenship status, uniformed service member status, marital status, family relationship, pregnancy, age, cancer or HIV/AIDS related medical condition, genetic characteristics, and physical or mental disability (whether perceived or actual).

Subd.1. Overall Responsibility

The Assistant City Manager is designated as the lead staff member responsible for coordinating efforts to ensure compliance with this policy.

Subd.2. Discrimination Complaint Procedure

- A. Complaints alleging discrimination, other than complaints submitted to the Department of Public Safety, shall be made in writing to the Assistant City Manager, or referred to the Assistant City Manager if received by other persons in the City. The complaint should be made soon after the action complained of, and if possible, no later than ten (10) working days from the time the complainant became aware of or should have been aware of the occurrence of the alleged discrimination. The written statement should

include the complainant's name, and address, and telephone number, and should describe the discriminatory action or occurrence in sufficient detail to inform the City of the nature, date, location of the violation, and the name or position of any City employee involved. If the complainant is unable to file a written complaint, he/she should contact the ADA Coordinator in the Office of the City Manager who will discuss what alternative arrangements can be made to submit the complaint.

- B.** The Assistant City Manager will ensure that the complaint is investigated and responded to in an appropriate and timely manner. Complaints alleging misconduct by a City employee, other than a Public Safety employee, should be referred to the Department of Human Resources for investigation in accordance with applicable personnel policies and procedures. Complaints involving the Department of Public Safety should be referred to the Department of Public Safety Division of Professional Standards. Other complaints should be sent to the Department Director responsible for the program or service in which the discrimination allegedly occurred. Copies of the complaint should also be sent to the City Attorney.
- C.** For purposes of communications with the Assistant City Manager or City Manager pursuant to this procedure, the following address and telephone number should be used: 456 West Olive Avenue, Sunnyvale, CA 94088-3707. Phone number: 730-7480. Office hours are weekdays from 8:00 a.m. to 5:00 p.m.

Subd.3. Duty of Supervisors to Take Action Against Discrimination

It shall be the responsibility of any supervisory employee of the City who becomes aware of the existence of discrimination in violation of this Article in any City program or service to see that such discrimination ceases, if he or she has the power to do so, and to promptly report any occurrence of alleged discrimination to the Assistant City Manager.

Subd.4. Retention of Complaints

All complaints received by the City and responses to those complaints pursuant to this Article shall be kept by the City of Sunnyvale for a period of not less than three (3) years.

Subd.5. Retaliation Against Complaints Prohibited

No individual shall be retaliated against, intimidated, threatened, coerced or discriminated against because he or she has filed a complaint, furnished information or assisted or participated in any manner in an investigation, compliance review, hearing or other activity relating to any complaint of discrimination made pursuant to this Article.

Section 3. Roles and Responsibilities

Assistant City Manager: The lead staff member responsible for coordinating efforts to ensure compliance with this policy; ensures that the complaint is investigated and responds to complainant in a timely manner.

Department Directors: Responsible for investigating complaints about their programs or services.

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation		What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
1	Board Member	Develop and monitor city programs to ensure all residents are served equally.	Do city programs exclude or differentially serve various groups?	Age, ethnicity, sexual preference & gender.	None
2	Board Member				Failure on part of city to recognize we have limited resources and shouldn't waste them. We have a society of haves and have-nots. What would be the purpose? Who thought of this? This is really sad.
3	Neighborhood Association & Board	The commission must identify the wants and needs of the different cultures within Sunnyvale. The demographics of the city must be considered in order to define a mission.	How the different cultures interact with each other, what they embrace and what is taboo. What educational level exists. There must be an attempt to develop a oneness culture.	There is a socioeconomic gap within the diverse groups. Different age groups need different needs as do the ethnic groups.	A commission must have 5 to 7 cultures and members should have lived in Sunnyvale for at least 5 to 10 years.
4	Board Member	To provide a communications process across all ethnic groups and highlight major concerns.	Diversities that result in community conflicts.	All that are identified and then prioritize them.	Very much needed!
5	Board Member	To attempt to reach and include a more diverse population in city affairs.	Why are certain groups not represented anywhere but in the census?	All these and gender and non citizen too	This ought to be a large commission; 12 or 15 people.
6	Board Member	To effectively reach out to all citizens young and old. Search community for candidates who represent all cultures and find out what is needed.	Lack of representation on boards/commission of certain ethnic groups.	All of the above at one time or another	I wonder why we need yet another commission to address this challenge?
7	Board Member	None.	It would polarize the city.	Ridiculous - it would be a drain on resources.	This is nonsense. We are trying to integrate in Sunnyvale not create a balkanization. People must all speak English and take part in an issue.
8	Community Member	Don't really need it.	All the cultures have their own agenda.	n/a	I think it is a waste of money.
9	Neighborhood Association	To encourage the valuing and appreciating of diverse cultures by promoting city wide and neighborhood programs.	Address the way people think about cultural diversity.	Ethnicity.	They need to do more than talk. How about a festival celebrating diverse cultures in the city?

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation		What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
10	Cultural Group	To address the socio, economic, cultural and educational needs of the cultural groups. This would introduce an element of democratic principles in running the city council affairs.	Social, cultural, economic, and educational.	All issues relating to diverse ethnic groups. All the aspects of age, ethnicity, etc. Will be covered if the city selects a representative from the principal ethnic groups. But, the commission will deal with the matter as if the issue refers to all ethnic groups.	Commission will act as one of the outreach agencies of the city council to understand the problems of diverse ethnic groups. Each member will communicate to their group on city policy/procedural issues in language and with cultural sensitivity.

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation		What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
11	Service Agency				Are there problems with city services that affect specific ethnic groups? Goal might be to provide human rights oversight to the city if there are issues or concerns to warrant a committee. If the goal is to increase multicultural membership on boards - the city could convene a diversity focus group to ask specifically the best way/vehicle to communicate with these populations. If the goal is to celebrate the diverse population, then restore the multi-cultural festival. Also, the city could promote other cultural festivals not sponsored by the city.
12	Neighborhood Association	To improve on the dialogue/communications process with more citizens of Sunnyvale.	What are the barriers to communications that are mutually beneficial? How do we remove those barriers?	It should not be age/ethnicity or status specific as that process adds to the perception of barriers and separations.	The title and perspectives are wrong as they attempt to put people into categories and that creates barriers to communication.
13	Board	Promoting unity from diversity.	Welcoming new Sunnyvale residents. 'If you're a good person you'll find a friend in Sunnyvale.'	All the above plus religious diversity - we can still have the state church separation and show that caring for others is a non sectarian - even atheists can join a day of caring.	The diversity should be a show of solidarity as citizens of Sunnyvale - like Murphy Street has many ethnic restaurants but has unity.
14	Board Member	To look at procedures in city departments that provide services for residents and determine if those procedures ensure access equally to all residents.	How is information made available to all non-English speaking residents? Are community outreach meetings held at convenient times for working adults, seniors who don't drive or feel comfortable attending night mtgs. Is childcare available for those with kids?	Socioeconomic - first; ethnicity - 2nd, age-3rd. Look at all areas, that will depend on staff time and other factors.	Positive step for Sunnyvale to acknowledge that residents represent diverse and multicultural groups. This type of board would benefit all residents. Defining the scope would be very important.
15	Board Member	To understand other cultures and find common ground. Role is to inform, educate and encourage multi-cultural participation - particularly in city government.	Interaction of sexes in different culture; encouraging use of English, understanding why some groups don't want to integrate, become involved.	Only ethnicity.	Good idea, go for it.

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation	What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
16 Community Member	Be in contact with groups and clubs that are multicultural. Role should be to sponsor (meet) with each group separately or with representation from each group.	How each group can feel a part of larger community.	All of these plus learning how to be integrated into the larger community while still keeping our roots intact and respected. How can we all meet and see each other?	I like to think of Sunnyvale as a city of neighbors - could we have a large 'celebration of neighbor' - maybe near thanksgiving - costumes, food, music, mixing?

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation		What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
17	Board Member	To look at diversity or lack of it in education beginning with preschool through university level. To deal with our own biases.	How to immerse Sunnyvale with as much diversity as possible. Become the model city for the rest of country.	All plus gender equity.	It should be a given in every city in America. We live in an increasingly diverse society.
18	Board Member	To connect people of different cultures to create strong relationships. Invite representatives from different cultures to discuss issues and difficulties they experience.	Problems/challenges facing different cultures - understanding each other's language or culture. Challenges in raising children or having a healthy marriage in culturally different environment.	Ethnicity only. Seniors groups already exist, mother's groups, groups that support low - middle income groups.	Coordinate workshops for multicultural groups to enhance communication skills.
19	Board Member	To study diversity issues and examine ways city is or isn't serving diverse groups.	Equality, diversity and outreach, hiring practices.	All the above plus gender, religion, sexual preference. Geography issues.	This commission might overlap with other boards. But, this type of board would facilitate uniform treatment.
20	Neighborhood Association	Why pander to other cultures?	English is the language of the us. Learn to read and speak English or return to your country.	If the city has to cut back on services, how will it fund this commission?	Bad idea. This idea is disgusting.
21	Community Member	Act as a liaison between diverse groups and city government.	Translate city communications into other languages, schedule events to promote multi-cultural awareness; outreach to diverse residents, city policies to celebrate diversity.	Commission on aging already exists. Focus on language and cultural barriers, sensitivity to ethnic differences, promotion of participation in city government.	City currently does a good job at interacting fairly with all sectors of the community. A new commission could build on that base to increase awareness of multi-cultural issues and reflect the diversity of Sunnyvale.
22	Community Member	To be alert to opportunities to affirm diversity, plan multi-cultural events.	Problems that arise in the city between diverse groups. Harmonize relations.	Ethnicity, age, nationality.	
23	Neighborhood Association	Celebrate the diversity in Sunnyvale. Brainstorm ideals and listen to the citizens. Celebrate diversity.	Conflict resolution and bring an understanding to the differences. Support policies to embrace diversity.	Neighboring cities.	Wonderful idea to have our city have a commission to make a better place for everyone to learn and celebrate diversity. Bravo!
24	Board Member	Encourage participation and inclusion of all cultures, create bridges across cultures, enable all cultures to have representation in city.	Racial profiling, racial harassment, racial discrimination, cultural projects and events, multi-cultural projects.	All ethnicities in the city, all ages and all socioeconomic status.	This is a good initiative.

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation		What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
25	Board Member				Activities that fall under 'multicultural' are a great deal of 'sound and fury, signifying nothing. Outreach to specific communities is more effective and should be tailored to a specific goal - i.e. getting more people from a designated demographic group involved in planning a specific function. Also, those attracted to a multicultural task force end up preaching to the choir - it's the same 10-20 people presenting material to each other, over and over.

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation		What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
26	Board Member	To help diverse groups flourish.	Increase community awareness, plan events; plan how to get schools involved in cultural education.	Age, ethnicity, socioeconomic status, nationality, religion, sports and rituals.	How can I apply?
27	Neighborhood Association	To make sure that all cultures and ethnic groups are represented and communicated to regarding city policy, events, issues.	Communication would be the most urgent need.	Just culture and ethnicity.	I think it s a wonderful idea to incorporate everyone into our wonderful community.
28	Community Member	To study the needs of other religious facilities. For example, in a Buddhist temple, the services involve chanting, meditation and prostration. The Christian pews are not appropriate for Buddhists as each person requires more space. But, when applying for use permits, the rule of calculating people is based on Christian assemblies. This is not fair. City should study this issue.			

Summary of Responses to Multicultural/Diversity Questionnaire

Attachment F

Affiliation		What is the Commission's Role?	What Issues would be Reviewed?	Areas of Diversity to be Addressed (Age, Ethnicity, Socioeconomic status, other)?	Additional Comments
29	Board Member	Provide opportunities for culturally diverse groups to come together. Help reduce risk of conflict. Provide a resource to lead the multicultures to live happily together.	Possible activities could include; establish ways to mediate conflicts that arise between cultural groups, make a tradition of having an annual event with cultural groups. Each City department, board and commission should submit a statement of how it actually incorporates the multicultural goals in its operations, adopt a set of principles which can be subscribed to by businesses in the city, amend the general plan to make issues an enduring goal, require other commissions to send one of its commissioners to the human relations commission, and keep the commission and its goals constantly in the public eye.		Recommends establishing a 'Human Relations Commission' to help the culturally diverse community of Sunnyvale come together. The mission statement should be broad and inspiring. Outreach should not be a goal; it should be one of many tools to attain the goals. Suggest the Council appoint the first members; those members will be charged with further development of the structure. Council should provide scope of the goals. Commission should be small enough to function quickly and efficiently. It cannot have representatives from every cultural group. Balancing this issue should be addressed. Structure the commission to make access to it by cultural groups easy and effective. Staff and an adequate budget should be established.
30	Community Member	To build a bridge between the people who live in the City and the people who govern. We have many different nationalities who live in the same city, children go to the same school. What do we know about them?	We need to find out what the people think. What are their traditions, concerns, worries? We need to have a dialogue for people to share their thoughts.	All listed as well as people's beliefs, traditions, expectations, goals, and principles.	The City is a reflection of the State, the State is a reflection of the Country. Whatever we can accomplish within the City will set an example for the State and Nation. How can we understand the Middle Eastern people and bring them together for dialogue and peace?

**City of Sunnyvale
Multi-Cultural/Diversity Board or Commission**

Questionnaire

Please take a moment to complete this questionnaire. The purpose of this questionnaire is to get your feedback about the establishment of a multi-cultural/diversity board or commission in Sunnyvale.

- 1. What would the mission and role of a commission of this type be in Sunnyvale?**

- 2. What kinds of issues would it review?**

- 3. What areas of diversity should this commission address; age, ethnicity, socioeconomic status, other?**

- 4. Any other thoughts or comments you'd like to share about a multi-cultural/diversity commission in Sunnyvale?**

Thanks for taking the time to complete this survey. Please return it in the enclosed, self-addressed envelope by August 25, 2006.

Patricia Lord
Community Resources Manager
City of Sunnyvale, 603 All America Way, Sunnyvale, CA 94088
408-730-7477

August 17, 2006

Pat Last
111 Street
Sunnyvale, CA 94086

Dear Mr. Last

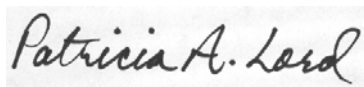
The City of Sunnyvale is considering creating a board or commission to focus on multicultural/diversity issues. At City Council's direction, staff is currently researching this issue in preparation for a presentation to Council on October 10, 2006. We would be very interested in hearing what you think about a board/commission of this type.

In 2004, the City Council convened a Multicultural Outreach Task Force charged with reviewing the City's outreach practices. The Council asked for recommendations on how the City can encourage broader multicultural civic engagement. One of the task force's strongest recommendations was creating a board or commission focused on multicultural/diversity.

Please take a moment to complete the enclosed questionnaire. For your convenience, a self-addressed envelope is enclosed. The questionnaire form is also available on the City's Web site at www.sunnyvale.ca.gov/communityresources, click on *Neighborhood and Community Services*, click on *Multicultural Diversity Questionnaire*. You may fax the questionnaire to (408) 730-7696. ***We would appreciate receiving your completed questionnaire by August 25, 2006.***

Your feedback is very important to us! Please feel free to give me a call if you have any questions about the questionnaire or the establishment of a multicultural/diversity board or commission. I can be reached at (408) 730-7477 or plord@ci.sunnyvale.ca.us.

Sincerely,

A handwritten signature in black ink that reads "Patricia A. Lord". The signature is written in a cursive, flowing style.

Patricia A. Lord
Community Resources Manager

Encl: Questionnaire